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20 June 1972

ANALYSIS

"Sweet Analytics, 'tis thou hast
ravished me." -- Doctor Faustus

Several high-level officials, commenting recently
on the CIB, praised the analytical element of the
articles, or asked for more articles of a largely
analytical nature. The report of the committee headed
25X1A by ██████████, taking a different view, said
the CIB should be analytical rather than descriptive,
which the committee feels the daily is today. It is,
in fact, an old refrain in OCI that the Bulletin and
the Weekly ought to be more analytical than they are.

Whether we currently analyze enough or should
do more, are we all clear on what we mean by analysis?
Webster's says it's the "separation of anything into
constituent parts or elements; also an examination
of anything to distinguish its component parts or
elements, separately or in relation to the whole."

If Brezhnev gives a long speech, no doubt OCI
will analyze it by distinguishing its component

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parts, telling the reader how much is devoted to foreign and how much to domestic affairs, and what foreign topics are dealt with. But in the connotation that "analysis" has acquired in intelligence and the government, as well as in journalism, the word means more than simply dissecting a subject and laying its parts out on the table. It means something closer to the word "interpretation." That is, the analyst contributes something positive to understanding the development.

It is not necessary to make a definitive list of the kinds of positive things the analyst can contribute to his report after he deals with ~~the~~ concrete details of his news. However, here are some of the more obvious possibilities:

He can put himself in the reader's position and try to answer the reader's natural questions;

He can provide related facts and background information;

He can illuminate the motives and objectives of those involved;

He can explain why the development occurred, describing the forces at work and their interaction;

He can indicate if the development fits into a trend;

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He can discuss the possible or probable consequences of the development--what its impact will be on the people and the country involved, and on the US.

Things of this kind are what our readers have in mind when they call for a more analytical treatment of events or commend us for the outstanding depth of our analysis.

TRANSMITTAL SLIP		DATE <i>20 June 70</i>
TO: <i>Mr. Lehman</i>		
ROOM NO.	BUILDING	
REMARKS:		
25X1A		
FROM:		
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FORM NO. 241
1 FEB 55
REPLACES FORM 36-8
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(47)